

ORDER



WOOD

Orders
Order / Rev: 213230
Alt Order #: 6861813
Product Desc: HOEKSTRA FOR SENATE
Estimate:
Flight Dates: 10/09/12 - 10/14/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Brabender Cox
Buying Contact:
Billing Contact:
 932 Edwards Ferry Road
 Leesburg, VA 20176

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Pete Hoekstra For Senate
Demographic: A35+
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN12303/TO1358/SP11154

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	14	\$9,800.00	\$8,330.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$9,800.00	\$8,330.00	0.00
Totals	14	\$9,800.00	\$8,330.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	38%	\$9,800.00
Market	100%	\$25,789.47

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$257.89
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	1%	\$257.89
WTLJ	0%	\$0.00
WWMT	42%	\$10,831.58
WXMI	4%	\$1,031.58
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	14%	\$3,610.53

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/09/12	10/11/12	LN M-F	CM	11-1135p	-T-T---	:30	2	\$900.00	P4	0.00	NM	2	\$1,800.00
M-F News 8 @ 11															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-T---			2		\$900.00		0.00				
E 2	WOOD	10/09/12	10/11/12		CM	6-7a	-TWT---	:30	3	\$400.00	P4	0.00	NM	3	\$1,200.00

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Flight Dates: 10/09/12 - 10/14/12

Advertiser: POL/Pete Hoekstra For Senate
Product Desc: HOEKSTRA FOR SENATE
Estimate: **WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6am Daybreak											
				6am Daybreak											
				6A NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWT--					3	\$400.00		0.00			
E 3	WOOD	10/09/12	10/11/12	M-F 530p News	CM	530-6p	-TWT--	:30	3	\$675.00	P4	0.00	NM	3	\$2,025.00
				M-F News 8 @ 530p											
				530P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWT--					3	\$675.00		0.00			
E 4	WOOD	10/09/12	10/12/12	M-F 6p News	CM	6-630p	-TW-F--	:30	3	\$1,125.00	P4	0.00	NM	3	\$3,375.00
				M-F News 8 @ 6p											
				6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TW-F--					3	\$1,125.00		0.00			
E 5	WOOD	10/12/12	10/12/12	6am Daybreak	CM	6-7a	----F--	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
				6am Daybreak											
				6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$400.00		0.00			
E 6	WOOD	10/14/12	10/14/12	Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				Daybreak Sun @7am											
				SUN MRN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$250.00		0.00			
E 7	WOOD	10/14/12	10/14/12	Sun 6p News 8	CM	6-7p	-----S	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				Sun News 8 @6p											
				6P NEWS SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$750.00		0.00			
													Totals	14	\$9,800.00